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JOHN S. PRATT, ESQ.
1100 PEACHTREE STREET
SUITE 2800
ATLANTA, GA 30309

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RECORDATION DATE: 06/18/2001

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ASSIGNOR:

JEN, JAMES H.

DOC DATE: 04/03/2001

ASSIGNOR:

WEBER, JASON J.

DOC DATE: 04/05/2001

ASSIGNOR:

CONNOLLY, MICHAEL C.

DOC DATE: 04/05/2001

ASSIGNOR:

ROSHAK, TODD G.

DOC DATE: 06/15/2001

ASSIGNEE:

MICROSOFT CORPORATION
ONE MICROSOFT WAY
REDMOND, WASHINGTON 98052

SERIAL NUMBER: 09883585
PATENT NUMBER:

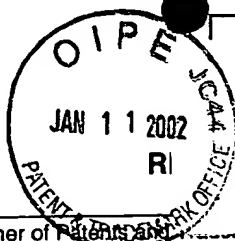
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Name (line 1) James H. Jen

Execution Date
Month Day Year
04 03 2001

Name (line 2)

Second Party

Name (line 1) Jason J. Weber

Execution Date
Month Day Year
04 05 2001

Name (line 2)

Receiving Party

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Name (line 1) Microsoft Corporation

Name (line 2)

Address (line 1) One Microsoft Way

Address (line 2)

Address (line 3) Redmond

Washington

98052

City

State/Country

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JC997 U.S. PTO
09/883585



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Correspondent Name and Address

Area Code and Telephone Number

404.815.6500

Name John S. Pratt, Esq.

Address (line 1) Kilpatrick Stockton LLP

Address (line 2) 1100 Peachtree Street

Address (line 3) Suite 2800

Address (line 4) Atlanta, GA 30309

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09/883585

Patent Number(s)

If this document is being filed together with a new Patent Application, enter the date the patent application was signed by the first named executing inventor.

Month Day Year

Patent Cooperation Treaty (PCT)

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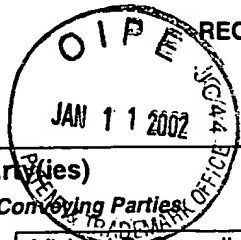
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Name (line 1) Michael C. Connolly

Execution Date
Month Day Year
04 05 2001

Name (line 2)

Name (line 1) Todd G. Roshak

Execution Date
Month Day Year
06 15 2001

Name (line 2)

Name (line 1)

Execution Date
Month Day Year

Name (line 2)

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Patent Application Number(s)

Patent Number(s)

JC997 U.S. PTO
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ASSIGNMENT

WHEREAS, we, **James H. Jen, Jason J. Weber, Michael C. Connolly, and Todd G. Roshak**, hereinafter referred to as **ASSIGNORS**, having post office addresses of 11133 NE 109th Lane, M303, Kirkland, Washington 98033; 324 Sixth Avenue S, Apartment 3, Kirkland, Washington 98033; 1137 32nd Avenue, Seattle, Washington 98122; and 1126 33rd Avenue S, Seattle Washington 98144 respectively, are the joint inventors of an invention entitled **"System and Method For Utilizing Personal Information to Customize a User's Experience When Interacting with an Application Program"** as described and claimed in the specification forming part of an application for United States letters patent filed herewith;

WHEREAS, Microsoft Corporation (hereinafter referred to as **ASSIGNEE**), a corporation of the State of Washington, having a place of business at One Microsoft Way, Redmond, WA, 98052, is desirous of acquiring the entire right, title and interest in and to the invention and in and to any letters patent that may be granted therefor in the United States and in any and all foreign countries;

NOW, THEREFORE, in exchange for good and valuable consideration, the receipt of which is hereby acknowledged, **ASSIGNORS** hereby sell, assign and transfer unto said **ASSIGNEE**, the entire right, title and interest in and to said invention, said application and any and all letters patent which may be granted for said invention in the United States of America and its territorial possessions and in any and all foreign countries, and in any and all divisions, reissues and continuations thereof, including the right to file foreign applications directly in the name of **ASSIGNEE** and to claim priority rights deriving from said United States application to which said foreign applications are entitled by virtue of international convention, treaty or otherwise, said invention, application and all letters patent on said invention to be held and enjoyed by **ASSIGNEE** and its successors and assigns as fully and entirely as the same would have been held and enjoyed by **ASSIGNORS** had this assignment, transfer and sale not been

Inventors: Jen, et al.
Entitled: **SYSTEM AND METHOD FOR UTILIZING PERSONAL INFORMATION TO
CUSTOMIZE A USER'S EXPERIENCE WHEN INTERACTING WITH AN
APPLICATION PROGRAM**
ASSIGNMENT OF RIGHTS

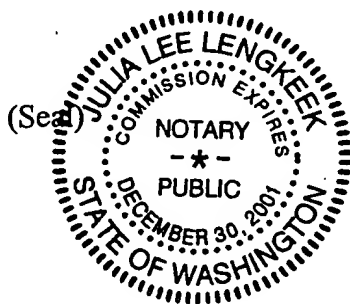
made. ASSIGNORS hereby authorize and request the Commissioner of Patents and Trademarks to issue all letters patent on said invention to ASSIGNEE. ASSIGNORS agree to execute all instruments and documents required for the making and prosecution of applications for United States and foreign letters patent on said invention, for litigation regarding said letters patent, or for the purpose of protecting title to said invention or letters patent therefor.

IN WITNESS WHEREOF, I have hereunto set my hand and seal
this 3 day of April, 2001.


James H. Jen

STATE OF WASHINGTON

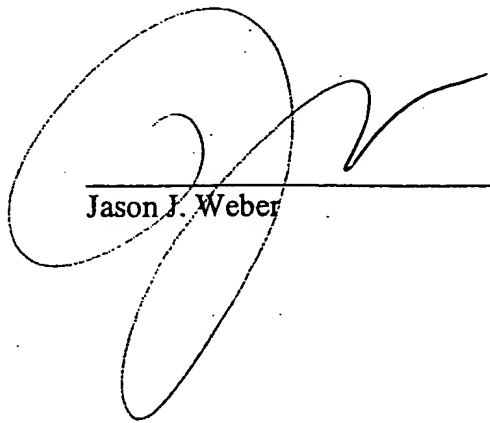
Before me, a Notary Public in and for the State of Washington, on this 3 day of April, 2001, personally appeared James H. Jen, who being duly sworn, signed and acknowledged the foregoing Assignment as his free act and deed.




NOTARY PUBLIC

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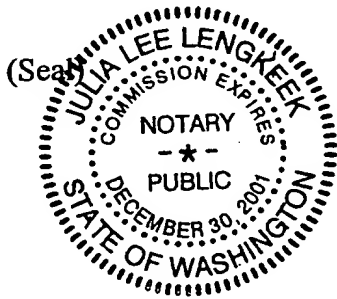
Inventors: Jen, et al.
Entitled: SYSTEM AND METHOD FOR UTILIZING PERSONAL INFORMATION TO
CUSTOMIZE A USER'S EXPERIENCE WHEN INTERACTING WITH AN
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Jason J. Weber

STATE OF WASHINGTON

Before me, a Notary Public in and for the State of Washington, on this 5 day of
April, 2001, personally appeared Jason J. Weber, who being duly sworn, signed and
acknowledged the foregoing Assignment as his free act and deed.

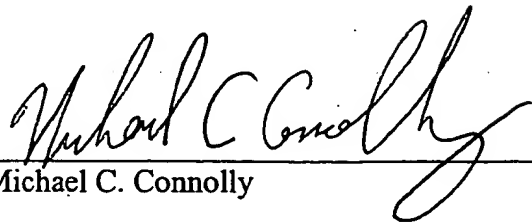




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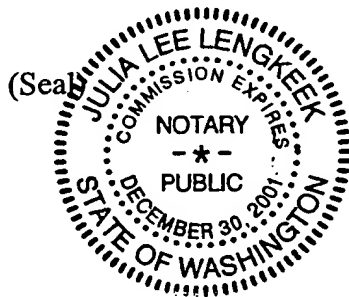
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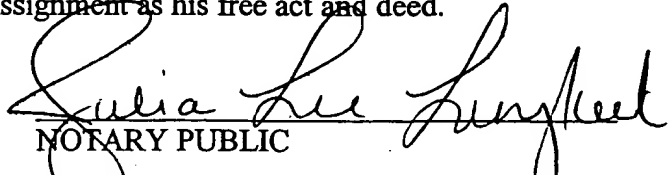
Inventors: Jen, et al.
Entitled: SYSTEM AND METHOD FOR UTILIZING PERSONAL INFORMATION TO
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Michael C. Connolly

STATE OF WASHINGTON

Before me, a Notary Public in and for the State of Washington, on this 5th day of
April, 2001, personally appeared Michael C. Connolly, who being duly sworn,
signed and acknowledged the foregoing Assignment as his free act and deed.




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My Commission Expires: 12-30-2001

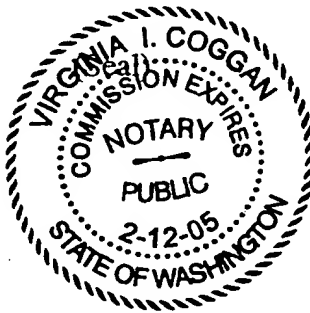
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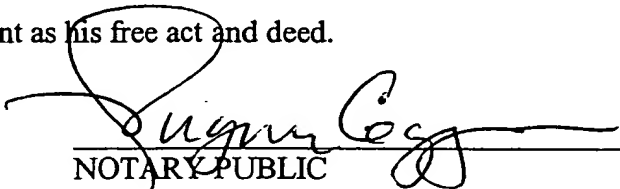


Todd G. Roshak

STATE OF WASHINGTON

Before me, a Notary Public in and for the State of Washington, on this 15th day of June, 2001, personally appeared Todd G. Roshak, who being duly sworn, signed and acknowledged the foregoing Assignment as his free act and deed.





NOTARY PUBLIC
My Commission Expires: 2-12-05